

SERFF Tracking Number: AMMH-127386046 State: Arkansas
Filing Company: American Modern Select Insurance Company State Tracking Number:
Company Tracking Number: 20100518-10
TOI: 04.0 Homeowners Sub-TOI: 04.0003 Owner Occupied Homeowners
Product Name: HO-10 SPECIALTY HOMEOWNER PROGRAM
Project Name/Number: /

Filing at a Glance

Company: American Modern Select Insurance Company

Product Name: HO-10 SPECIALTY HOMEOWNER PROGRAM SERFF Tr Num: AMMH-127386046 State: Arkansas

TOI: 04.0 Homeowners

SERFF Status: Closed-Filed

State Tr Num:

Sub-TOI: 04.0003 Owner Occupied Homeowners

Co Tr Num: 20100518-10

State Status:

Filing Type: Rate/Rule

Reviewer(s): Becky Harrington, Nancy Horton

Author: Traci Burbage

Disposition Date: 08/29/2011

Date Submitted: 08/25/2011

Disposition Status: Filed

Effective Date Requested (New): 12/18/2011

Effective Date (New): 12/18/2011

Effective Date Requested (Renewal): 12/24/2011

Effective Date (Renewal): 12/24/2011

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

Domicile Status Comments:

Reference Organization:

Reference Number:

Reference Title:

Advisory Org. Circular:

Filing Status Changed: 08/29/2011

State Status Changed:

Deemer Date:

Created By: Traci Burbage

Submitted By: Traci Burbage

Corresponding Filing Tracking Number:

Filing Description:

please see cover letter

Company and Contact

Filing Contact Information

Traci Burbage, Filing Analyst

tburbage@amig.com

7000 Midland Blvd

800-759-9008 [Phone] 5934 [Ext]

Amelia, OH 45102

SERFF Tracking Number: AMMH-127386046 State: Arkansas

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Filing Company Information

American Modern Select Insurance Company	CoCode: 38652	State of Domicile: Ohio
7000 Midland Blvd.	Group Code: 361	Company Type: Property/Casualty
Amelia, OH 45102	Group Name:	State ID Number:
(513) 759-9008 ext. [Phone]	FEIN Number: 38-2342976	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$100.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Modern Select Insurance Company	\$100.00	08/25/2011	50953700

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Becky Harrington	08/29/2011	08/29/2011

Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Becky Harrington	08/26/2011	08/26/2011	Traci Burbage	08/29/2011	08/29/2011

SERFF Tracking Number:	AMMH-127386046	State:	Arkansas
Filing Company:	American Modern Select Insurance Company	State Tracking Number:	
Company Tracking Number:	20100518-10		
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Product Name:	HO-10 SPECIALTY HOMEOWNER PROGRAM		
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Disposition

Disposition Date: 08/29/2011
Effective Date (New): 12/18/2011
Effective Date (Renewal): 12/24/2011
Status: Filed
Comment:

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
American Modern Select Insurance Company	-8.500%	-0.010%	\$-68	535	\$520,233	6.700%	-7.350%

SERFF Tracking Number: AMMH-127386046 State: Arkansas

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Form RF-2 Loss Costs Only (not for workers' compensation)		No
Supporting Document	H-1 Homeowners Abstract	Filed	Yes
Supporting Document	HPCS-Homeowners Premium Comparison Survey	Filed	Yes
Supporting Document	NAIC loss cost data entry document	Filed	Yes
Supporting Document	cover letter	Filed	Yes
Supporting Document	indications	Filed	Yes
Rate (revised)	AR085HO10	Filed	Yes
Rate	AR085HO10	Filed	Yes

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Objection Letter

Objection Letter Status Pending Industry Response

Objection Letter Date 08/26/2011

Submitted Date 08/26/2011

Respond By Date

Dear Traci Burbage,

This will acknowledge receipt of the captioned filing.

Objection 1

- AR085HO10, entire manual (Rate)

Comment: Page D-1 refers to optional wind/hail deductibles. Please provide the manual page showing the options. AR does not allow mandatory wind/hail deductibles.

NOTICE regarding, corrections to filings and scrivener's Errors:

Effective for all filings made on or after June 1, 2011, Arkansas no longer allows the re-opening of closed filings for corrections, changes in effective dates, scrivener's errors, amendments or substantive changes. Please see the General Instructions for how these events will be handled after the effective date of the change."

In accordance with Regulation 23, Section 7.A., this filing may not be implemented until 20 days after the requested amendment(s) and/or information is received.

Sincerely,

Becky Harrington

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Response Letter

Response Letter Status Submitted to State
Response Letter Date 08/29/2011
Submitted Date 08/29/2011

Dear Becky Harrington,

Comments:

In response to your objection dated 8/26,

Response 1

Comments: we have submitted the revised D-1 page which will replace the D-1 withing the original manual.

Related Objection 1

Applies To:

- AR085HO10, entire manual (Rate)

Comment:

Page D-1 refers to optional wind/hail deductibles. Please provide the manual page showing the options. AR does not allow mandatory wind/hail deductibles.

Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

Rate/Rule Schedule Item Changes

Exhibit Name	Rule # or Page #	Rate Action	Previous State Filing #
AR085HO10	entire manual	Replacement	
Previous Version			
AR085HO10	entire manual	Replacement	
Thank you!			

Sincerely,
Traci Burbage

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Rate Information

Rate data applies to filing.

Filing Method:	file & use
Rate Change Type:	Decrease
Overall Percentage of Last Rate Revision:	4.030%
Effective Date of Last Rate Revision:	08/01/2010
Filing Method of Last Filing:	file & use

Company Rate Information

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
American Modern Select Insurance Company	-8.500%	-0.010%	\$-68	535	\$520,233	6.700%	-7.350%

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Rate/Rule Schedule

Schedule Item	Exhibit Name:	Rule # or Page	Rate Action	Previous State Filing Attachments
Status:		#:		Number:
Filed 08/29/2011	AR085HO10	entire manual	Replacement	AR085HO10-A.pdf AR085HO10-B_D-1.pdf

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

GENERAL RULES

1. **POLICY TERM**

A. Owner and Seasonal Homeowner Programs:

All premiums and rates contained in the Rate Section of this manual are annual. An Owner or Seasonal Homeowner Policy must be issued for a term of one year only.

2. **CHANGES**

A. All changes requiring adjustments of premium shall be computed pro rata.

3. **CANCELLATION**

If a policy or form of coverage is cancelled or reduced at the request of the insured or by the Company, the return premium shall be calculated pro rata of the premium, subject to any applicable minimum premiums.

4. **MINIMUM WRITTEN AND EARNED PREMIUM**

Minimum Written and Earned is \$100 per policy period.

ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM

ELIGIBILITY AND COVERAGES

A **Dwelling** is a structure containing not more than 2 dwelling units or more than 3 stories. All buildings or sections of buildings which communicate through unprotected openings. Buildings which are separated by a space shall be considered separate buildings. Buildings or sections of buildings which are separated by an eight (8) inch masonry party wall which pierces or rises to the underside of the roof shall be considered separate buildings. Communication between buildings through masonry party walls described above shall be protected by at least a Class "A" Fire Door installed in a masonry wall section.

The Following Occupancies are eligible:

Occupancy	Specialty Homeowners
Owner - a dwelling used as the insured's primary residence	X
Seasonal - a dwelling that is not the primary residence of the insured, but one that is used on an intermittent basis by the insured and his (her) immediate family.	X

Coverage A & B - Perils Insured Against	Specialty Homeowners
Fire or Lightning	X
Extended Coverage	X

ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM

TERRITORY DEFINITION

Unless otherwise indicated, the rates and/or premiums apply to the entire state.

Territory 70	Territory 71	Territory 72	Territory 73
Remainder of State	Benton	Crittenden	City of Little Rock
	Carroll	Chicot	City of North Little Rock
	Clark	Desha	City of Pine Bluff
	Crawford	Remainder of Jefferson	
	Faulkner	Lee	
	Garland	Mississippi	
	Hot Spring	Phillips	
	Madison	Poinsett	
	Saline	Remainder of Pulaski	
	Sebastian	St. Francis	
	Washington		

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

DEDUCTIBLES

The rates and/or premiums shown herein for all coverages on the dwelling are subject to a \$500 all other peril deductible and a \$500 wind and hail deductible. The deductibles apply to all rates and/or premiums on the dwelling, personal property and other structures.

The deductible may be changed on the dwelling (Coverage A) by applying the following premiums. The change in deductible does not apply to any coverages with specific deductible limits listed in the endorsement.

The Deductible is applicable per home, per loss occurrence

Optional Deductible Coverages			
By Peril	Add On Codes	All Other Peril Deductible Amount	Rate
All Other Peril	H9	\$500	included
		\$1,000	-8%
		\$2,500	-15%
		\$5,000	-20%

*If the all other peril deductible is higher than the specific wind and hail deductible, the higher all other peril deductible will apply to both

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

UVRC RELATIVITY TABLE

For Dwellings valued in excess of the maximum Dwelling Limit indicated, add the Greater Than Factor for each additional \$1,000 to the maximum relativity listed in each table.

Value	UVRC	Value	UVRC	Value	UVRC
\$40,000	2.480	\$74,000	3.632	\$108,000	5.156
\$41,000	2.525	\$75,000	3.656	\$109,000	5.208
\$42,000	2.570	\$76,000	3.680	\$110,000	5.260
\$43,000	2.615	\$77,000	3.705	\$111,000	5.312
\$44,000	2.660	\$78,000	3.750	\$112,000	5.364
\$45,000	2.705	\$79,000	3.795	\$113,000	5.416
\$46,000	2.750	\$80,000	3.840	\$114,000	5.468
\$47,000	2.795	\$81,000	3.885	\$115,000	5.520
\$48,000	2.840	\$82,000	3.930	\$116,000	5.572
\$49,000	2.885	\$83,000	3.975	\$117,000	5.624
\$50,000	2.930	\$84,000	4.020	\$118,000	5.676
\$51,000	2.975	\$85,000	4.065	\$119,000	5.728
\$52,000	3.020	\$86,000	4.110	\$120,000	5.780
\$53,000	3.065	\$87,000	4.155	\$121,000	5.832
\$54,000	3.110	\$88,000	4.200	\$122,000	5.884
\$55,000	3.155	\$89,000	4.245	\$123,000	5.936
\$56,000	3.200	\$90,000	4.290	\$124,000	5.988
\$57,000	3.224	\$91,000	4.335	\$125,000	6.040
\$58,000	3.248	\$92,000	4.380	\$126,000	6.092
\$59,000	3.272	\$93,000	4.425	\$127,000	6.144
\$60,000	3.296	\$94,000	4.470	\$128,000	6.196
\$61,000	3.320	\$95,000	4.515	\$129,000	6.248
\$62,000	3.344	\$96,000	4.560	\$130,000	6.300
\$63,000	3.368	\$97,000	4.605	\$131,000	6.351
\$64,000	3.392	\$98,000	4.650	\$132,000	6.402
\$65,000	3.416	\$99,000	4.695	\$133,000	6.453
\$66,000	3.440	\$100,000	4.740	\$134,000	6.504
\$67,000	3.464	\$101,000	4.792	\$135,000	6.555
\$68,000	3.488	\$102,000	4.844	\$136,000	6.606
\$69,000	3.512	\$103,000	4.896	\$137,000	6.657
\$70,000	3.536	\$104,000	4.948	\$138,000	6.709
\$71,000	3.560	\$105,000	5.000	\$139,000	6.761
\$72,000	3.584	\$106,000	5.052	Inc. Factor	0.052
\$73,000	3.608	\$107,000	5.104		

ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM

OWNER OCCUPIED AND SEASONAL OCCUPIED
HO-10 Program (1A7/0A7)

Included Coverages with Optional Increase:

Coverage	Included Amount
Other Structures	10% of Coverage A
Personal Property	40% of Coverage A
Loss of Use	10% of Coverage A

Product	Flat Base Rate	Cov Relativity	Covg Incr	Base Rate per Incr	Min Prem Amount	Min Rate Value	Min Val Accept	UVRC Code
1A7	\$226.04	1.00	N/A	N/A	\$100	\$40,000	\$40,000	EH
0A7	\$218.40	1.00	N/A	N/A	\$100	\$40,000	\$40,000	EH

Territory Relativity Table			
70	71	72	73
1.00	0.90	1.60	2.00

Construction Type Relativity Table		
Frame	Masonry	Log
1.000	0.900	0.900

Protection Class Relativity Table					
Class	Factor	Class	Factor	Class	Factor
PC 1-5	1.000	PC 6	1.070	PC 7	1.150
PC 8	1.350	PC 9	1.900	PC 10	2.100

Age of Insured Relativity	
1-49 yrs	50 yrs +
1.000	0.950

Insurance Score Relativity Table	
Score	Factor
1-479	1.940
480-509	1.750
510-539	1.500
540-559	1.400
560-589	1.300
0, 590-709, No Hit / Thin	1.000
710-744	0.920
745-997	0.850

Age of Home Relativity Table	
Age of Home Range	Factor
0-1 yrs	0.900
2-3 yrs	0.920
4-5 yrs	0.940
6-7 yrs	0.960
8-10 yrs	0.980
11 yrs +	1.000

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

CREDITS & SURCHARGES

The following Protective Device credits may be applied:

Credits			
Protective Devices*	Risk Codes	Description	Credit
Central Station Fire & Smoke Alarm	72	This system is connected to an independent and fully staffed security agent from which trained operators are available to act in case of a fire.	5%
Central Station Burglar Alarm	73	This system is connected to an independent and fully staffed security agent from which trained operators are available to act in case of a break in.	5%
Local Smoke and/or Burglar Alarm	E6	This system sets off a loud alarm on the premises if there is a break in or fire. It is designed to alert the inhabitants and neighbors of the break in.	2%
Deadbolts, Smoke Alarm and Fire Extinguisher	D6		2%

*Credits not to total more than 5%.

Copies of alarm system certificates are required for a credit.

The following credits may be applied:

Credits			
Credit Name	Codes	Important Information	Credit
New Home Purchase Credit	Add On NN	A 10% credit will be applied to the Total Premium for those homes that are new purchase for the customer. The home MUST be 0-10 years of age and purchased within the previous 90 days of the effective date. The credit will be removed at Policy Renewal. This credit is to be applied to the Total Premium before any Fees (Fees are not included).	10% Credit

The following surcharges may be applied:

Surcharges			
Surcharge Name	Codes	Surcharge	Important Information
Number of Families			
1 Family	27	1.00	
2 Family	28	1.10	
Number of Claims			Surcharges not applicable to weather related claims.
0 Claims	L0	0.90	
1 Claim	L1	1.00	
2 Claims	L2	1.10	
3 Claims	L3	1.20	
Supplemental Heating Device	Add On H3	\$50	
Wood/Wood Shake Roof	P6	1.25	
Roof Layers	H9	1.00	Does the roof have 3 or more layers of roofing material?

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

OPTIONAL COV A LOSS SETTLEMENT

The policy form loss settlement may be changed to the following:

Loss Settlement	Description	Rate
Actual Cash Value	The actual cash value at the time of loss, but not more than the amount required to repair or replace the damaged property.	Included
Replacement Cost	The cost to repair or replace, subject to conditions set in the policy form.	10%
Full Repair Cost	Full Repair includes the full cost of repair without deduction for depreciation of the Structure. Home must be insured to 100% Market Value.	7%

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

OPTIONAL COVERAGES

The policy may be written to include the following Optional Coverages:

Optional Coverage	
Coverage	12 Month Rate
Loss of Use	\$6.00 per \$1,000 of coverage (Not to exceed 20% of Cov A)
Other Structures	\$5.00 per \$1,000 of coverage
Other Structures Exclusion	\$3.00 credit
Enhanced Coverage Endorsement - \$10,000 aggregate limit	15% of Cov A Premium
Personal Property Replacement Cost	10% Surcharge to the Base Premium
Roof Exclusion	\$10.00 credit
Hobby Farming Endorsement	\$50.00
Limited Theft Coverage	\$10.00 for each \$1,000 of coverage
Water Backup and Sump Discharge or Overflow Coverage - \$250 Deductible	\$50.00
Identity Recovery - Not Subject to a Deductible	\$20.00

ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM

PERSONAL PROPERTY

(Support Product: 7A7)

All premiums and rates contained in the Rate Section of this manual are annual.

Support Product	Flat Base Rate	Base Rate per Incr	Covg Incr	Min Prem	Min Rate Value	Min Value Accept	UVRC Code	Cov Relativity
		PC 1-10						
7A7	N/A	\$5.00	\$1,000	N/A	\$1,000	\$1,000	N/A	1.00

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
HO-10 SPECIALTY HOMEOWNER PROGRAM**

LIABILITY COVERAGE

The policy may be written to include the following Increased Liability Limits or Optional Coverages:

Liability Coverage Options		
Coverage	Limit	Rate
		1 & 2 Family
Personal Liability	\$25,000	Included
<u>Includes</u> Medical Payments - \$500 Each Person / \$10,000 Each Occurrence	\$50,000	\$15.00
	\$100,000	\$20.00
	\$300,000	\$35.00
Property of Others - \$250 Each Occurrence	\$300,000	\$35.00
Animal Liability - \$10,000	\$500,000	\$45.00
Liability for Additional Residences Rented to Others <u>Includes</u> Medical Payments - \$500 Each Person / \$10,000 Each Occurrence Property of Others - \$250 Each Occurrence	\$25,000	\$45.00
	\$50,000	\$50.00
	\$100,000	\$60.00
	\$300,000	\$100.00
	\$500,000	\$110.00
Medical Payments		\$5.00 for \$1,000 and \$2.00 per \$1,000 thereafter Maximum Coverage: \$10,000
Animal Liability Exclusion		\$3.00 credit

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
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TAXES & FEES

The following surcharges may be applied:

Taxes & Fees				
Taxes & Fees	Add On Code	Important Information	Description	Rate
Inspection Fee	YR	Fee is Fully Earned. Applies to new business only.	Inspection fee will apply when inspections are ordered.	\$35.00

**ARKANSAS
AMERICAN MODERN SELECT INSURANCE COMPANY
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DEDUCTIBLES

The rates and/or premiums shown herein for all coverages on the dwelling are subject to a \$500 all peril deductible. The deductible applies to all rates and/or premiums on the dwelling, personal property and other structures.

The deductible may be changed on the dwelling (Coverage A) by applying the following premiums. The change in deductible does not apply to any coverages with specific deductible limits listed in the endorsement.

The Deductible is applicable per home, per loss occurrence

Optional Deductible Coverages			
By Peril	Add On Codes	All Other Peril Deductible Amount	Rate
All Peril	H9	\$500	included
		\$1,000	-8%
		\$2,500	-15%
		\$5,000	-20%

*If the all other peril deductible is higher than the specific wind and hail deductible, the higher all other peril deductible will apply to both

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Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Form RF-2 Loss Costs Only (not for workers' compensation)		
Bypass Reason:	n/a		
Comments:			
		Item Status:	Status Date:
Satisfied - Item:	H-1 Homeowners Abstract	Filed	08/29/2011
Comments:			
Attachment:	F503AR Homeowners abstract - AR 085 HO-10.pdf		
		Item Status:	Status Date:
Bypassed - Item:	HPCS-Homeowners Premium Comparison Survey	Filed	08/29/2011
Bypass Reason:	This filing is HO-10 and not represented by the survey		
Comments:			
		Item Status:	Status Date:
Satisfied - Item:	NAIC loss cost data entry document	Filed	08/29/2011
Comments:			
Attachment:	AR 085 HO10 FORM RF-1 Rate Filing Abstract.pdf		
		Item Status:	Status Date:
Satisfied - Item:	cover letter	Filed	08/29/2011
Comments:			

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Attachment:

Cover letter.pdf

	Item Status:	Status
Satisfied - Item: indications	Filed	Date: 08/29/2011
Comments:		
Attachment:		
HO10_AR_085_1Q11_filing.pdf		

ARKANSAS INSURANCE DEPARTMENT
FORM H-1 HOMEOWNERS ABSTRACT

INSTRUCTIONS: All questions must be answered. If the answer is "none" or "not applicable", so state. If all questions are not answered, the filing will not be accepted for review by the Department. Use a separate abstract for each Company if filing for a group. Subsequent homeowners rate/rule submissions that do not alter the information contained herein need not include this form.

Company Name American Modern Select Insurance Company (Specialty Homeowner HO-10 program)

NAIC No. _____ GROUP No. 361

1. If you have had an insurance to value campaign during the experience filing period, describe the campaign and estimate its impact.

N/A

2. If you use a cost estimator (or some similar method) in order to make sure that dwellings (or contents) are insured at their value, state when this program was started in Arkansas and estimate its impact.

Whenever a policy is written with Replacement Cost, our rating system uses Marshall & Swift/Boeckh (MSB) to determine the Replacement Cost of the home. This valuation system has been available to our agents since the Replacement Cost Settlement Option was made available under the American Modern Select Specialty Homeowners program in 2008.

3. If you require a minimum relationship between the amount of insurance to be written and the replacement value of the dwelling (contents) in order to purchase insurance, describe the procedures that are used.

In our rating system, if the home value the agent has selected falls either 20% above or 20% below the indicated replacement cost value from MSB, then they will be unable to issue the policy with a replacement cost settlement without submitting it to an underwriter for review with explanation. If the agent is not in agreement with the value returned by MSB, they are able to submit another replacement cost estimate using any additional replacement cost estimating sources they may have. They are able to work with our underwriters to arrive at a value that is acceptable to all parties, and will not leave the risk under or over insured.

4. If you use an Inflation Guard form or similar type of coverage, describe the coverage(s) and estimate the impact.

On replacement cost policies, a construction cost indexing factor is used at renewal, as indicated by form 71908 that attaches to all replacement cost policies. The impact varies as construction costs are updated, and may increase or decrease annually to reflect the changes in the cost of materials and labor for homes by specific location.

5. Specify the percentage given for credits or discounts for the following:

a. Fire Extinguisher	_____ %
b. Burglar Alarm	_____ -5 %
c. Smoke Alarm	_____ -5 %
d. Insured who has both homeowners and auto with your company	_____ %
e. Deadbolt Locks	_____ %
f. Window or Door Locks	_____ %
g. Other (Specify)	_____ %
<u>Deadbolts, Smoke Alarm and Fire Extinguisher</u>	<u>_____ -2 %</u>
<u>Local Smoke & Burglar Alarm</u>	<u>_____ -2 %</u>

6. Are there any areas in the State of Arkansas in which your company will not write homeowners insurance?

No

If so, state areas and explain reason for not writing N/A

7. Specify the form(s) utilized in writing homeowner insurance. Indicate the Arkansas premium volume for each form.

<u>FORM</u>	<u>PREMIUM VOLUME</u>
HO-10	\$520,233

8. Do you write homeowner risks which have aluminum, steel or vinyl siding? Yes
9. Is there a surcharge on risks with wood heat? Yes
If yes, state surcharge \$50.00
Does the surcharge apply to conventional fire places? No
If yes, state surcharge N/A

THE INFORMATION PROVIDED IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Signature

Printed Name

Title

Telephone Number

Email Address

NAIC LOSS COST DATA ENTRY DOCUMENT

1.	This filing transmittal is part of Company Tracking #	20100518-10
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2.	If filing is an adoption of an advisory organization loss cost filing, give name of Advisory Organization and Reference/ Item Filing Number	n/a
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	Company Name		Company NAIC Number
3.	A.	American Modern Select	B. 38652

	Product Coding Matrix Line of Business (i.e., Type of Insurance)		Product Coding Matrix Line of Insurance (i.e., Sub-type of Insurance)
4.	A.	4.0	B. 4.0003

5.

(A) COVERAGE (See Instructions)	(B) Indicated % Rate Level Change	(C) Requested % Rate Level Change	FOR LOSS COSTS ONLY				
			(D) Expected Loss Ratio	(E) Loss Cost Modification Factor	(F) Selected Loss Cost Multiplier	(G) Expense Constant (If Applicable)	(H) Co. Current Loss Cost Multiplier
HO-10	-8.50%	-0.01%					
TOTAL OVERALL EFFECT	-8.50%	-0.01%					

6.

5 Year History

Rate Change History

Year	Policy Count	% of Change	Effective Date	State Earned Premium (000)	Incurred Losses (000)	State Loss Ratio	Countrywide Loss Ratio
2006	N/A	N/A	N/A	N/A	N/A	N/A	15.8%
2007	1	N/A	N/A	0	0	0%	115.7%
2008	149	N/A	N/A	77	25	32.9%	92.7%
2009	285	3.34%	11/1/09	183	268	146.8%	109.6%
2010	460	4.03%	8/1/10	351	59	16.8%	62%

7.

Expense Constants	Selected Provisions
A. Total Production Expense	24.0%
B. General Expense	11.7%
C. Taxes, License & Fees	2.8%
D. Underwriting Profit & Contingencies	7.9%
E. Other (Reinsurance Expense)	0.6%
F. TOTAL	47.0%

8. N/A – this is not a Loss Cost Filing Apply Lost Cost Factors to Future filings? (Y or N)

9. 6.70% Estimated Maximum Rate Increase for any Insured (%). Territory (if applicable): Territory 70

10. -7.35% Estimated Maximum Rate Decrease for any Insured (%) Territory (if applicable): Territory 70



**AMERICAN MODERN SELECT
INSURANCE COMPANY**

August 24, 2011

ARKANSAS INSURANCE DEPARTMENT
PROPERTY & CASUALTY DIVISION
1200 W 3RD ST
LITTLE ROCK AR 72201-1904

RE: American Modern Select Insurance Company
Specialty Homeowners 10
Rate/Rule/Form Filing
Company file number: 20100518-10
Corresponds with Form Filing: 20110823-06

Dear Commissioner,

On behalf of American Modern Select Insurance Company I submit for your approval a change to our Specialty Homeowners 10 Program. At this time we are proposing the following changes:

- We revised credits for optional deductibles
- We adjusted UVRC curve (increase for values under \$77,000 and decrease for values above \$130,000)
- We added Wood/Wood Shake Shingle Surcharge of 25%
- We added Roof Layering Tracking for 3+ layers
- We added the following Optional Coverages
 - Water Backup and Sump Overflow Coverage
 - Identity Recovery Coverage
 - Revised Limited theft coverage to rate per \$1,000 with a max. limit of \$5,000 available
- We added the following Liability Coverage changes
 - Added \$500,000 Personal Liability limit for rate of \$45
 - Added \$500,000 Additional Residence Rented to Others limit for rate of \$110
 - Added Med Payments Limits up to \$10,000

In addition to these changes, we have revised the structure of our filing to provide a more efficient process within our internal system setup. Please notice that, while several items may have been removed from the filing, none of them, unless otherwise noted, are actual coverage changes. We feel these changes will provide a streamlined filing manual that will be easy to follow for both internal and external purposes.

The overall impact for this filing is -0.01%. We feel the proposed rates are neither excessive, inadequate nor unfairly discriminatory. We would like to implement this program for new business to be effective 12/18/2011 and 12/24/2011 for renewal business. Thank you for your time and consideration with this filing.

If you have any questions regarding this submission please contact me at 1-800-759-9008 Ext. 5934 or via email at tburbage@amig.com.

Sincerely,
Traci L Burbage
State Filings Analyst
The Midland Company
NAIC:38652/FEIN:38-2342976

American Modern Select Insurance Company
Arkansas
Site Built Homeowners HO-10

Exhibit 1
Page 1

Proposed Effective Date: 1/1/2012

	Premium in Force at 3/31/2011	Premium in Force Distribution	Indication
Site Built Homeowners HO-10	\$467,445	100.0%	-8.5%

Explanatory Memorandum

The purpose of the indication is to evaluate the rate level adequacy of the above captioned program in this state. In the evaluation, we take historical premiums and losses from our experience period and project them into a future effective period - our estimate of the time period the proposed rates will be in effect. Data shown is on a direct basis, and is organized on a 12 month rolling accident year basis.

Assumptions and Methodologies

1. On Exhibits 1 and 2 we show the overall rate level indication for this product. The data adjustments used and calculations are described in the following paragraphs.
2. Earned Premiums are adjusted to current rate levels by program and then trended using the factors described below.
 - a. Rate Level Adjustment Factors take into account any approved rate changes that have an impact on the experience period. Quarterly factors (rather than annual factors) are calculated to improve accuracy. We use the average policy term length of each program, and assume the premium is earned equally throughout experience quarters. The calculated factor reflects the final rate level divided by the average rate level for each quarter. These are weighted together to obtain the annual adjustments shown here. By applying this factor to past premium, the adjustment reflects the amount of premium earned at the current rate level. Exhibit 3 outlines the Rate Level History and Rate Level Adjustment Factors.
 - b. The Premium Trend projects the current level premium in our experience periods to the average date the proposed rates will be in effect. We estimate the change in premium values over time by fitting exponential curves to various periods of current level average earned premiums by program or coverage for the state. Historical and Prospective Premium Trend Factors are selected taking into consideration the number of years experience used in the indication. The Historical Trend selection is applied using a time period from the mid-point of the experience period to the midpoint of the latest quarter of data available. The Prospective Trend selection is applied using a time period starting where the historical factor ended to the midpoint of the time the rates are anticipated to be in effect. Please see Exhibit 4.
3. Incurred Losses and ALAE are adjusted using the factors described below.
 - a. If appropriate for the indication in question, catastrophe losses are subtracted from the total losses and treated separately.
 - b. The Loss & ALAE Trend Factor projects the value of losses in our experience periods to the average date the proposed rates will be in effect. We estimate the change in loss values over time by fitting exponential curves to 5 years (20 groups of rolling 4 quarters) of Accident Year frequency and severity data. We select historical and prospective frequency and severity trends taking into consideration the number of years experience used in the indication. These are multiplied together to obtain the pure premium trend. The Historical Pure Premium Trend is applied using a time period from the mid-point of the experience period to the mid-point of the latest quarter of data used. The Prospective Pure Premium Trend is applied using a time period starting where the historical period ends, to the midpoint of the time the rates are anticipated to be in effect. Please see Exhibit 5.

Explanatory Memorandum

- c. Accident Year Incurred Losses & ALAE are used in the rate indication; therefore, losses for each year may not be fully developed. The Loss & ALAE Development Factor estimates the further development of these losses by analyzing historical patterns of American Modern Insurance Group non-catastrophe losses. We calculate quarterly factors and weight them together using each year's latest incurred losses to obtain annual numbers. Please see Exhibit 6.
 - d. A ULAE Factor is applied to the Incurred Loss & ALAE to obtain Incurred Losses & LAE. The factor is calculated based on a 3 year average of historical ULAE to historical Incurred Loss & ALAE. Please see Exhibit 8.
 - e. The Catastrophe Load allows us to use a longer experience period to control our response to unpredictable large loss events. We rely on ISO to identify catastrophes. That definition is any event that causes a loss of at least \$25 million to the insurance industry and has a sufficient number of claims. Our adjustment involves removing such losses and applying a historical average. This provides incurred losses indicative of normal catastrophic activity for our experience period. Please see Exhibit 7 for a further description of the method used.
 - f. The Cat Factor is applied to the Trended, Adjusted Non-Cat IL & LAE to obtain the Catastrophe IL & LAE.
 - g. The Total Adjusted Incurred Loss and LAE is the sum of the Trended Adjusted IL & LAE Excl Cat and the Trended Adjusted Cat Incurred Loss & LAE .
- 4. The Adjusted Loss and LAE Ratio is the Total Trended Adjusted Incurred Loss & LAE divided by the Trended Current Level Earned Premium.
 - 5. Normally, Accident Year weights are judgmentally selected to place greater weight on the more recent year's experience. However, when a program is growing rapidly, accident year weights may be based on Earned Premiums to avoid having an earlier year affecting the indication more than it should. Consideration may also be given to using even weights on all years when the Adjusted Loss and LAE Ratio are extremely volatile by year.
 - 6. The Weighted Experience Loss and LAE Ratio is the weighted average of the individual years Adjusted Loss and LAE Ratios and the Accident Year Weights.

Explanatory Memorandum

7. The Permissible Loss and LAE Ratio LAE Ratio calculation may be found in 9. This calculation includes
 - a. The derivation of the Pre-Paid Commissions and Taxes, Licenses and Fees may be found at the bottom of this exhibit. Other Acquisition and General Expenses are based on Countrywide, Company Data for the Program being evaluated. The Reinsurance Expense is designed to cover the cost of our catastrophe and excess of loss experience contracts. It is a gross provision determined by reinsurance premium minus estimated reinsurance recoveries.
 - b. The Profit Provision is based on a 15% Targeted After Tax Return on Equity and a 2.3:1 Targeted Premium to Surplus Ratio.
 - c. Return on Investment Income is based on the Clifford/Sterling Formula. This calculation, and an explanation of the calculation, may be found in Exhibit 10.
8. The Complement of Credibility is the Trended Permissible Loss Ratio. A Loss Ratio Trend is determined based on the prospective premium and losses trends. A time exponent based on the time from our last revision to the proposed effective date, capped at 1 years, is applied. Exhibit 11 contains the calculations.
9. Credibility is based on the square root rule, with full credibility at 25000 Earned Exposures.
10. The Credibility Weighted Loss and LAE Ratio is calculated by credibility weighting the Weighted Experience Loss & LAE Ratio and the Complement of Credibility - Trended Permissible.
11. The Indicated Rate Level Change is calculated as the $((\text{Credibility Weighted Loss \& LAE Ratio}) / (\text{Permissible Loss \& LAE Ratio})) - 1$

Rate Level Indications

	3/31/2008	3/31/2009	3/31/2010	3/31/2011
(1) Earned Exposures	6	118	247	425
(2) Earned Premium	5,738	107,273	216,356	388,901
(3) Rate Level Adjustment Factor	1.076	1.076	1.071	1.034
(4) Current Level Earned Premium	6,172	115,390	231,790	402,017
(5) Premium Trend Factor	0.967	0.976	0.986	0.996
(6) Trended Current Level Earned Premium	5,969	112,621	228,545	400,409
(7) Total Incurred Losses & ALAE	226	30,049	278,550	72,320
(8) Catastrophe Incurred Losses and ALAE	-	16,843	177,699	8,215
(9) IL & ALAE Excl Cat	226	13,206	100,850	64,105
(10) Incurred Loss & ALAE Trend Factor	0.890	0.917	0.946	0.975
(11) Incurred Loss & ALAE Development Factor	1.000	1.002	1.017	1.043
(12) ULAE Factor (to IL & ALAE)	1.015	1.015	1.015	1.015
(13) Trended Adjusted IL & LAE Excl Cat	204	12,316	98,482	66,168
(14) Catastrophe Factor	0.278	0.278	0.278	0.278
(15) Trended Adjusted Cat Incurred Loss & LAE	57	3,424	27,378	18,395
(16) Total Trended Adjusted Incurred Loss & LAE	261	15,740	125,860	84,563
(17) Adjusted Loss & LAE Ratio *	0.044	0.140	0.551	0.211
(18) Accident Year Weights	0.01	0.15	0.30	0.54
(19) Non-Catastrophe Reported Claim Counts	1	17	22	30
(20) Weighted Experience Loss & LAE Ratio				0.301
(21) Permissible Loss & LAE Ratio				0.530
(24) Complement of Credibility - Trended Permissible				0.525
(25) Credibility (Square Root Rule, Full Credibility = 25000 Earned Exposures)				0.178
(26) Credibility Weighted Loss & LAE Ratio				0.485
(27) Credibility Weighted Indicated Rate Level Change				-8.5%

American Modern Select Insurance Company
Arkansas
Site Built Homeowners HO-10

Exhibit 3

Rate History

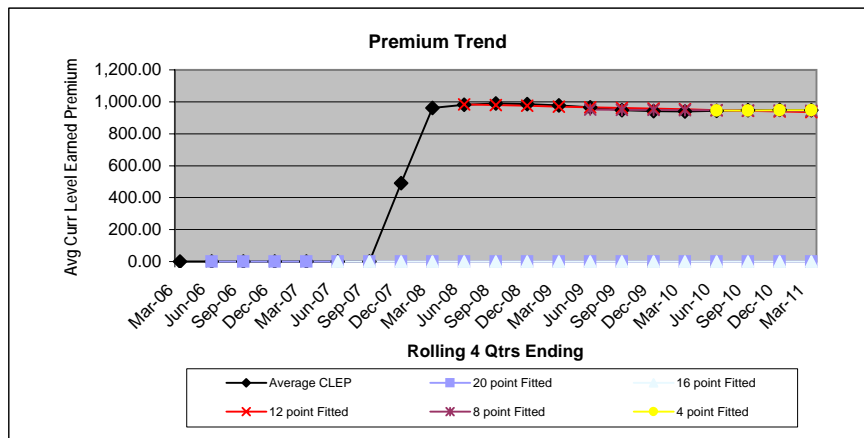
Rate Changes	
Effective Date	HO-10
8/1/2010	4.0%
11/1/2009	3.4%
12/15/2007	0.0%

Rate Level Adjustment Factor	
Accident Year Ending	HO-10
3/31/2007	0.000
3/31/2008	1.076
3/31/2009	1.076
3/31/2010	1.071
3/31/2011	1.034

Premium Trend

4 Qtrs Ending	Current Level Earned Premium	Earned Exposures	Average CLEP	20 point Fitted	16 point Fitted	12 point Fitted	8 point Fitted	4 point Fitted
3/31/2006	0	0	0.00					
6/30/2006	0	0	0.00					
9/30/2006	0	0	0.00					
12/31/2006	0	0	0.00					
3/31/2007	0	0	0.00					
6/30/2007	0	0	0.00					
9/30/2007	0	0	0.00					
12/31/2007	20	0	491.50					
3/31/2008	6,172	6	961.02					
6/30/2008	22,307	23	981.88			983.68		
9/30/2008	48,162	49	989.84			979.19		
12/31/2008	82,930	84	984.82			974.73		
3/31/2009	115,390	118	977.10			970.28		
6/30/2009	142,836	148	964.81			965.86	951.15	
9/30/2009	167,156	177	946.61			961.45	950.08	
12/31/2009	196,374	209	940.92			957.07	949.01	
3/31/2010	231,790	247	940.11			952.71	947.95	
6/30/2010	276,448	293	943.28			948.36	946.88	945.18
9/30/2010	325,465	343	948.37			944.04	945.81	946.24
12/31/2010	366,306	386	948.76			939.73	944.75	947.29
3/31/2011	402,017	425	946.66			935.45	943.69	948.35

Annual Premium Trend	
20 point fit	N/A
16 point fit	N/A
12 point fit	-1.8%
8 point fit	-0.4%
4 point fit	0.4%
Historical Selected	-1.0%
Prospective Selected	0.0%



Accident Year Ending	Trend Period						Trend Factor
	Historical			Prospective			
	Beginning	End	Time(Yrs)	Beginning	End	Time(Yrs)	
3/31/2007	9/30/2006	2/15/2011	4.375	2/15/2011	12/31/2012	1.878	0.957
3/31/2008	9/30/2007	2/15/2011	3.375	2/15/2011	12/31/2012	1.878	0.967
3/31/2009	9/30/2008	2/15/2011	2.375	2/15/2011	12/31/2012	1.878	0.976
3/31/2010	9/30/2009	2/15/2011	1.375	2/15/2011	12/31/2012	1.878	0.986
3/31/2011	9/30/2010	2/15/2011	0.375	2/15/2011	12/31/2012	1.878	0.996

Loss Trend

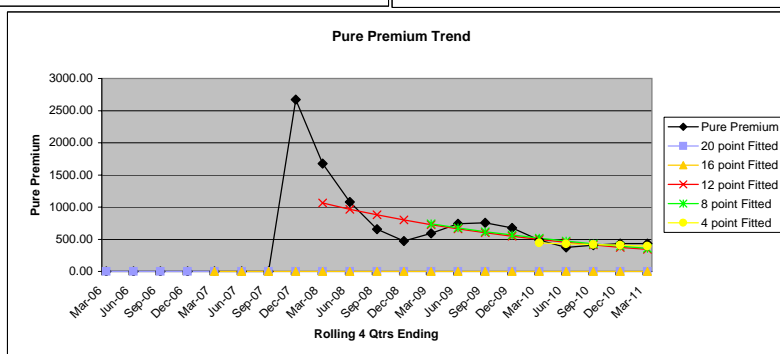
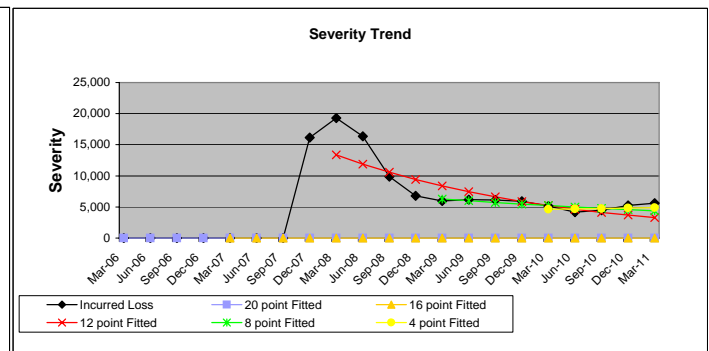
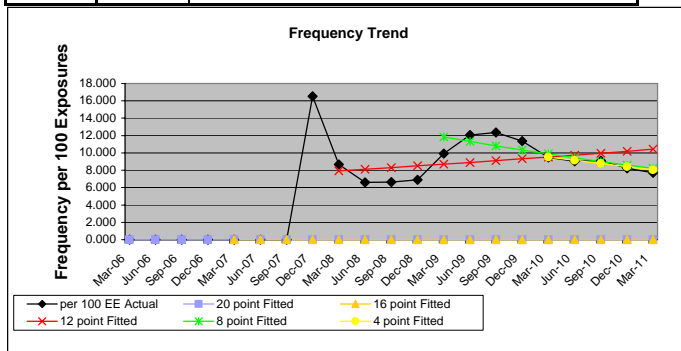
Loss Trend Based on Central - American Modern Insurance Group Data Excluding Catastrophe Losses

Accident Period 4 Qtrs Ending	Ultimate Reported Claim Counts	Ultimate Non-Cat Incurred Loss & ALAE	Earned Exposures	Frequency						Severity					
				Frequency per 100 EE Actual	20 point Fitted	16 point Fitted	12 point Fitted	8 point Fitted	4 point Fitted	Average Incurred Loss	20 point Fitted	16 point Fitted	12 point Fitted	8 point Fitted	4 point Fitted
3/31/2006	0	0	0	0.000						0					
6/30/2006	0	0	0	0.000						0					
9/30/2006	0	0	0	0.000						0					
12/31/2006	0	0	0	0.000						0					
3/31/2007	0	0	0	0.000						0					
6/30/2007	0	0	0	0.000						0					
9/30/2007	0	0	4	0.000						0					
12/31/2007	4	64,678	24	16.535						16,170					
3/31/2008	8	154,520	92	8.669			7.947			19,315			13,371		
6/30/2008	15	245,300	227	6.610			8.130			16,347			11,892		
9/30/2008	28	277,381	423	6.626			8.316			9,897			10,576		
12/31/2008	46	313,679	667	6.910			8.507			6,808			9,405		
3/31/2009	90	538,930	909	9.937			8.702	11.854		5,967			8,365	6,273	
6/30/2009	140	862,019	1,160	12.054			8.901	11.323		6,166			7,439	5,993	
9/30/2009	181	1,112,500	1,467	12.362			9.105	10.816		6,136			6,616	5,726	
12/31/2009	216	1,282,265	1,899	11.373			9.314	10.331		5,939			5,884	5,470	
3/31/2010	236	1,208,447	2,485	9.486			9.528	9.868	9.531	5,127			5,232	5,226	4,624
6/30/2010	294	1,218,238	3,256	9.022			9.746	9.426	9.139	4,147			4,653	4,993	4,691
9/30/2010	376	1,679,720	4,124	9.121			9.970	9.004	8.764	4,465			4,138	4,770	4,758
12/31/2010	410	2,153,726	4,995	8.218			10.198	8.600	8.404	5,247			3,681	4,557	4,827
3/31/2011	449	2,520,372	5,837	7.692			10.432	8.215	8.058	5,614			3,273	4,353	4,896

Accident Period 4 Qtrs Ending	Pure Premium					
	Pure Premium	20 point Fitted	16 point Fitted	12 point Fitted	8 point Fitted	4 point Fitted
3/31/2006	0.00					
6/30/2006	0.00					
9/30/2006	0.00					
12/31/2006	0.00					
3/31/2007	0.00					
6/30/2007	0.00					
9/30/2007	0.00					
12/31/2007	2673.61					
3/31/2008	1674.52			1062.67		
6/30/2008	1080.64			966.74		
9/30/2008	655.74			879.47		
12/31/2008	470.43			800.08		
3/31/2009	592.95			727.86	743.66	
6/30/2009	743.32			662.16	678.63	
9/30/2009	758.48			602.39	619.28	
12/31/2009	675.38			548.01	565.13	
3/31/2010	486.36			498.54	515.71	440.70
6/30/2010	374.13			453.54	470.61	428.68
9/30/2010	407.28			412.60	429.46	416.99
12/31/2010	431.17			375.35	391.91	405.63
3/31/2011	431.82			341.47	357.64	394.57

Annual Loss Trend			
	Frequency	Severity	Pure Premium
20 point fit	N/A	N/A	N/A
16 point fit	N/A	N/A	N/A
12 point fit	9.5%	-37.4%	-31.5%
8 point fit	-16.8%	-16.7%	-30.7%
4 point fit	-15.5%	5.9%	-10.5%
Historical Selected	-1.0%	-2.0%	-3.0%
Prospective Selected	-1.0%	0.0%	-1.0%

Accident Year Ending	Trend Period						Trend Factor
	Historical			Prospective			
	Beginning	End	Time(Yrs)	Beginning	End	Time(Yrs)	
3/31/2007	9/30/2006	11/15/2010	4.125	11/15/2010	12/31/2012	2.128	0.863
3/31/2008	9/30/2007	11/15/2010	3.125	11/15/2010	12/31/2012	2.128	0.890
3/31/2009	9/30/2008	11/15/2010	2.125	11/15/2010	12/31/2012	2.128	0.917
3/31/2010	9/30/2009	11/15/2010	1.125	11/15/2010	12/31/2012	2.128	0.946
3/31/2011	9/30/2010	11/15/2010	0.125	11/15/2010	12/31/2012	2.128	0.975



Loss & ALAE Development

Data shown is Countrywide Consolidated American Modern Insurance Group SB Homeowners

Cumulative Incurred Loss and ALAE Development

Accident Qtr Ending	Development Age																		
	3	6	9	12	15	18	21	24	27	30	33	36	39	42	45	48	51	54	57
Jun-05	971,015	797,566	826,468	820,378	777,596	777,596	746,614	750,251	750,697	751,080	751,080	751,080	751,080	751,080	751,080	751,080	751,080	751,080	751,080
Sep-05	1,368,457	1,196,244	1,270,439	1,313,372	1,282,372	1,279,209	1,279,230	1,179,230	1,170,927	1,165,717	1,165,717	1,186,070	1,084,520	1,022,718	1,087,718	1,059,653	1,052,603	1,047,421	1,047,421
Dec-05	1,493,524	1,928,807	1,712,817	1,899,948	2,010,677	2,026,340	2,028,440	2,074,423	1,944,466	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599	1,944,599
Mar-06	595,293	554,888	553,134	545,857	605,519	582,504	574,148	572,443	572,443	572,443	572,443	572,443	572,443	572,443	572,443	572,443	572,443	572,443	572,443
Jun-06	952,380	976,629	915,404	905,110	864,525	840,276	859,346	855,859	855,889	855,385	1,195,889	1,013,565	1,024,333	1,016,316	976,449	953,651	953,651	953,651	953,651
Sep-06	566,966	609,660	631,944	640,817	643,455	664,674	664,674	432,523	432,523	381,773	381,773	383,207	383,207	383,207	383,207	383,207	383,207	383,207	383,207
Dec-06	1,024,117	1,040,501	1,037,744	1,048,429	864,139	878,091	871,251	871,251	870,258	1,024,010	887,202	887,202	887,202	887,202	887,202	887,202	887,202	887,202	887,202
Mar-07	1,734,774	1,641,289	1,573,568	1,588,874	1,601,535	1,621,773	1,621,675	1,601,324	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824	1,601,824
Jun-07	554,639	607,698	638,658	639,530	636,480	589,313	589,313	589,557	608,650	610,438	610,438	610,416	610,416	610,416	610,416	610,416	610,416	610,416	610,416
Sep-07	872,802	971,162	1,048,616	1,035,554	1,025,015	970,529	970,527	974,527	1,025,027	1,025,029	1,026,088	1,026,088	1,019,088	1,011,458	1,011,458				
Dec-07	598,412	641,723	670,930	671,043	589,548	569,645	569,645	569,645	569,645	569,645	569,843	569,843	569,843	569,843	569,843				
Mar-08	1,215,292	1,207,429	1,263,235	1,259,903	1,289,624	1,289,321	1,273,209	1,275,134	1,275,134	1,360,059	1,360,059	1,360,059	1,360,059	1,360,059					
Jun-08	1,535,163	1,790,032	1,744,590	1,762,447	1,690,816	1,691,816	1,688,307	1,689,008	1,765,828	1,957,328	1,957,291	1,957,291							
Sep-08	1,330,833	1,640,580	1,656,394	1,695,751	1,731,942	1,652,930	1,658,736	1,664,736	1,709,086	1,709,421	1,733,719								
Dec-08	1,405,588	1,446,941	1,437,674	1,409,281	1,418,942	1,385,801	1,403,840	1,404,000	1,419,000	1,421,292									
Mar-09	2,196,516	2,302,117	2,225,957	2,225,957	2,221,074	2,221,074	2,221,096	2,180,289	2,251,984	2,192,156									
Jun-09	2,649,761	2,562,284	2,836,403	2,857,712	2,860,824	2,908,002	2,896,795	2,897,247											
Sep-09	2,188,695	2,153,828	2,255,403	2,294,620	2,322,630	2,383,488													
Dec-09	2,420,229	2,498,283	2,597,850	2,567,027	2,484,006	2,486,957													
Mar-10	2,015,066	2,201,339	2,256,143	2,228,343	2,319,204														
Jun-10	2,457,152	2,682,043	2,711,588	2,714,328															
Sep-10	2,028,048	2,085,757	2,131,690																
Dec-10	3,567,095	3,729,723																	
Mar-11	2,544,246																		

Historical Development Factors

Accident Qtr Ending	Development Age																			
	3 to 6	6 to 9	9 to 12	12 to 15	15 to 18	18 to 21	21 to 24	24 to 27	27 to 30	30 to 33	33 to 36	36 to 39	39 to 42	42 to 45	45 to 48	48 to 51	51 to 54	54 to 57	57 to 60	60 to 63
Jun-05	0.821	1.036	0.993	0.948	1.000	0.960	1.005	1.001	1.001	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Sep-05	0.874	1.062	1.034	0.976	0.998	1.000	0.922	0.993	0.996	1.000	1.017	0.914	0.943	1.064	0.974	0.993	0.995	1.000	1.000	1.000
Dec-05	1.291	0.888	1.109	1.058	1.008	1.001	1.023	0.937	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Mar-06	0.932	0.997	0.987	1.109	0.962	0.986	0.997	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Jun-06	1.025	0.937	0.989	0.955	0.972	1.023	0.996	1.000	0.999	1.398	0.848	1.011	0.992	0.961	0.977	1.000	1.000	1.000	1.000	1.000
Sep-06	1.075	1.037	1.014	1.004	1.033	1.000	0.651	1.000	0.883	1.000	1.004	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Dec-06	1.016	0.997	1.010	0.824	1.016	0.992	1.000	0.999	1.177	0.866	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Mar-07	0.946	0.959	1.010	1.008	1.013	1.000	0.987	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Jun-07	1.096	1.051	1.001	0.995	0.926	1.000	1.000	1.032	1.003	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Sep-07	1.113	1.080	0.988	0.990	0.947	1.000	1.004	1.052	1.000	1.001	1.000	0.993	0.993	1.000						
Dec-07	1.072	1.046	1.000	0.879	0.966	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000						
Mar-08	0.994	1.046	0.997	1.024	1.000	0.988	1.002	1.000	1.067	1.000	1.000	1.000	1.000							
Jun-08	1.166	0.975	1.010	0.959	1.001	0.998	1.000	1.045	1.108	1.000	1.000									
Sep-08	1.233	1.010	1.024	1.021	0.954	1.004	1.004	1.027	1.000	1.014										
Dec-08	1.029	0.994	0.980	1.007	0.977	1.013	1.000	1.011	1.002											
Mar-09	1.048	0.967	0.996	1.002	1.000	0.982	1.033	0.973												
Jun-09	0.967	1.107	1.008	1.001	1.016	0.996	1.000													
Sep-09	0.984	1.047	1.017	1.012	1.026	1.021														
Dec-09	1.032	1.040	0.988	0.968	1.001															
Mar-10	1.092	1.025	0.988	1.041																
Jun-10	1.092	1.011	1.001																	
Sep-10	1.028	1.022																		
Dec-10	1.046																			

Averages	3 to 6	6 to 9	9 to 12	12 to 15	15 to 18	18 to 21	21 to 24	24 to 27	27 to 30	30 to 33	33 to 36	36 to 39	39 to 42	42 to 45	45 to 48	48 to 51	51 to 54	54 to 57	57 to 60	60 to 63	63 to 66	66 to Ult
4 Qtrs Average	1.065	1.025	0.999	1.006	1.011	1.003	1.009	1.014	1.044	1.004	1.000	0.998	0.998	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
8 Qtrs Average	1.036	1.027	1.000	1.001	0.997	1.000	1.005	1.018	1.023	0.985	1.001	1.001	0.998	0.995	0.994	0.999						
12 Qtrs Average	1.059	1.024	1.000	0.992	0.986	1.000	0.973	1.012	1.020	1.023	0.989	0.993										
8 Qtrs Average ex H/L	1.038	1.023	1.000	1.002	0.999	1.000	1.002	1.019	1.012	1.000	1.000	1.000	0.999	1.000	0.996	1.000						
8 Qtrs Vol Weighted	1.035	1.029	1.000	1.001	1.000	1.000	1.007	1.014	1.028	0.989	1.000	1.001	0.998	0.995	0.994	0.999						
12 Qtrs Vol Weighted	1.052	1.025	1.000	0.998	0.995	1.000	0.990	1.010	1.030	1.017	0.988	0.992										
12 Qtr Avg ex H/L	1.054	1.022	0.999	0.998	0.988	0.999	1.000	1.011	1.018	1.002	1.000	0.999										

Selected Factors	3 to 6	6 to 9	9 to 12	12 to 15	15 to 18	18 to 21	21 to 24	24 to 27	27 to 30	30 to 33	33 to 36	36 to 39	39 to 42	42 to 45	45 to 48	48 to 51	51 to 54	54 to 57	57 to 60	60 to 63	63 to 66	66 to Ult
Age to Age Factors	1.038	1.023	1.000	1.002	1.000	1.000	1.005	1.003	1.012	1.000	1.000	1.000	0.999	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Quarterly Age to Ultimate Factors	3 to Ult	6 to Ult	9 to Ult	12 to Ult	15 to Ult	18 to Ult	21 to Ult	24 to Ult	27 to Ult	30 to Ult	33 to Ult	36 to Ult	39 to Ult	42 to Ult	45 to Ult	48 to Ult	51 to Ult	54 to Ult	57 to Ult	60 to Ult	63 to Ult	66 to Ult
	1.084	1.044	1.020	1.020	1.019	1.019	1.019	1.013	1.011	0.999	0.999	0.999	0.999	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Wtd Annual Age to Ultimate Factors				12 to Ult	15 to Ult	18 to Ult	21 to Ult	24 to Ult	27 to Ult	30 to Ult	33 to Ult	36 to Ult	39 to Ult	42 to Ult	45 to Ult	48 to Ult	51 to Ult	54 to Ult	57 to Ult	60 to Ult	63 to Ult	66 to Ult
				1.043	1.028	1.019	1.019	1.017	1.015	1.012	1.007	1.002	0.999	0.999	0.999	1.000	1.000	1.000	1.000	1.000	1.000	1.000

American Modern Select Insurance Company
Arkansas
Site Built Homeowners HO-10
All Classes

Exhibit 7

Page 1

Catastrophe Factor

Data shown is Arkansas American Modern Insurance Group - Dwelling and Homeowners programs

Accident Year Ending	(1) Catastrophe Losses*	(2) All Losses*	(3)=(2)-(1) All Losses* Less Catastrophe	(4)=(1)/(3) Catastrophe Ratio	(5) Capped Catastrophe Ratio **	(6)=(4)-(5) Excess Spread to 50 Years
3/31/1992	2,060	3,535	1,476	1.396	1.176	0.220
3/31/1993	1,336	162,132	160,796	0.008	0.008	0.000
3/31/1994	1,863	201,479	199,616	0.009	0.009	0.000
3/31/1995	3,765	336,191	332,426	0.011	0.011	0.000
3/31/1996	12,597	221,170	208,573	0.060	0.060	0.000
3/31/1997	57,267	222,440	165,173	0.347	0.347	0.000
3/31/1998	5,705	158,612	152,907	0.037	0.037	0.000
3/31/1999	170,513	382,021	211,508	0.806	0.806	0.000
3/31/2000	7,035	80,953	73,918	0.095	0.095	0.000
3/31/2001	4,075	127,627	123,553	0.033	0.033	0.000
3/31/2002	1,491	71,787	70,296	0.021	0.021	0.000
3/31/2003	10,544	527,577	517,033	0.020	0.020	0.000
3/31/2004	12,424	445,562	433,138	0.029	0.029	0.000
3/31/2005	42,886	532,647	489,761	0.088	0.088	0.000
3/31/2006	30,539	446,728	416,189	0.073	0.073	0.000
3/31/2007	40,431	347,135	306,704	0.132	0.132	0.000
3/31/2008	87,087	634,658	547,571	0.159	0.159	0.000
3/31/2009	912,672	1,532,370	619,697	1.473	1.176	0.297
3/31/2010	391,772	1,066,071	674,299	0.581	0.581	0.000
3/31/2011	41,797	498,464	456,667	0.092	0.092	0.000

Weighted Average*** 0.278

Selected Catastrophe Factor: 0.278

* Losses shown are Undeveloped Accident Year Incurred Losses and ALAE.

*** Capped at 1.176 (2 standard deviations above the mean) with excess spread to 50 years.

American Modern Select Insurance Company
Arkansas
Site Built Homeowners HO-10

Exhibit 8

Unallocated Loss Adjustment Expense

The ULAE Factor is calculated as a ratio to Incurred Loss and ALAE and is considered in the "loss" side of the indication.

Consolidated American Modern Insurance Group Data

Calendar Year	2008	2009	2010
ULAE Incurred	11,747,762	12,288,732	8,611,126
Adjusted Loss and ALAE Incurred	584,440,974	521,315,563	501,701,035
Ratio of ULAE to Incurred Loss & ALAE	2.0%	2.4%	1.7%
5 Year Average			3.0%
2 Year Average			2.0%
Selected ULAE Factor			1.015

Determination of Permissible Loss Ratio

	Calendar Year					Budget	Selected
	2006	2007	2008	2009	2010	2011	
(1) Pre-Paid Commissions	0.0%	20.1%	18.6%	18.2%	17.7%		17.7%
(2) Contingent Commissions	6.5%	3.2%	1.9%	2.9%	1.9%	1.6%	1.6%
(3) Other Acquisition Expense	5.2%	5.0%	4.8%	4.7%	4.4%	4.7%	4.7%
(4) General Expense	12.9%	13.6%	13.0%	13.1%	11.5%	11.7%	11.7%
(5) Taxes, Licenses and Fees	2.8%	2.8%	2.8%	2.8%	2.8%		2.8%
(6) Reinsurance Expense						0.6%	0.6%
(7) Total Expense							39.1%
Profit Loading Provision							
(8a) After Tax Return on Equity Goal						15.0%	
(8b) Target Premium to Surplus Ratio						2.3:1	
(8c) After Tax Return on Premium [(a)/(b)]						6.5%	
(8d) After Tax Return Generated by Inv Income						1.4%	
(8e) After Tax Return Needed From Underwriting Profit [(c) - (d)]						5.2%	
(8f) Before Tax Return Needed from Underwriting Profit [(e)/(1.00 - .35)]						7.9%	
(8g) Selected Profit Provision							7.9%
(9) Total Expenses and Profit Provision [(7) + (8)]							47.0%
(10) Permissible Loss & LAE Ratio [(1.000 - (9))]							53.0%

	Calendar Year				
	2006	2007	2008	2009	2010
Data applied to calculate commission ratio:					
AMS Arkansas Site Built Homeowners HO-10 Written Premium	-	457	143,480	261,716	436,141
AMS Arkansas Site Built Homeowners HO-10 Paid Commission	-	92	26,758	47,551	77,095

	Calendar Year				
	2006	2007	2008	2009	2010
Data applied to calculate Taxes, Licenses and Fees:					
AMS Arkansas Written Premium from all AS Lines	381,382	848,581	#####	#####	#####
AMS Arkansas Taxes, Licenses and Fees from all AS Lines	10,652	23,675	34,545	36,952	50,702

Investment Income Calculation

Estimated Investment Earnings on Unearned Premium and Loss Reserves

A. Unearned Premium Reserve		
(1)	Direct Earned Premium for 2010	\$ 416,869,231
(2)	Mean Unearned Premium Reserve Ratio	55.5%
(3)	Mean Unearned Premium Reserve (1) x (2)	\$ 231,531,114
(4)	Deduction for Prepaid Expenses and Federal Taxes Payable	
(a)	Commission	19.3%
(b)	50% of Other Acquisition	2.4%
(c)	50% of General Expenses	5.9%
(d)	Taxes, Licenses, and Fees	2.8%
(e)	Reinsurance Expense	0.6%
(f)	Subtotal	30.9%
(g)	Federal Taxes Payable	7.0%
(4T)	Total Deductions	37.9%
(5)	Unearned Premium Reserve Subject to Investment (3) x [1.0 - (4T)]	\$ 143,780,822
B. Delayed Remission of Premium (Agent's Balances)		
(1)	Agent's Balance or Uncollected Premium to Unearned Premium	
(a)	Average Agent's Balance	\$ 138,852,695
(b)	Direct Unearned Premium 2010 (All Lines)	\$ 504,115,494
(c)	Ratio (a) / (b)	27.5%
(d)	Direct Unearned Premium 2010 (ASLOB 4 - Homeowners)	\$ 241,174,711
(2)	Delayed Remission (1c) x (1d)	\$ 66,428,743
C. Loss and Loss Adjustment Expense Reserve		
(1)	Expected Loss and Loss Adjustment Expense Ratio	53.0%
(2)	Expected Losses and Loss Adjustment Expenses (A.1) x (C.1)	\$ 220,940,692
(3)	Percent of Mean Loss & ALAE Reserves to Incurred Loss & ALAE	
(a)	2010 Mean Loss & ALAE Reserve to Incurred Loss & ALAE Ratio	26.6%
(b)	2009 Mean Loss & ALAE Reserve to Incurred Loss & ALAE Ratio	24.5%
(c)	Average of Mean Loss Reserve to Incurred Loss Ratios $1/2 \times [(a) + (b)]$	25.5%
(4)	Expected Mean Loss Reserves (2) x (3c) x .958	\$ 54,034,853
D. Net Subject to Investment		\$ 131,386,931
(A.5) - (B.2) + (C.4)		
E. Before Tax Rate of Return		2.5%
[Exhibit 10, Page 2]		
F. Average Rate of Return as a % of Direct Earned Premium		0.8%
[(D) x (E)] / (A.1)]		
G. Before Tax Investment Income Return (Including Surplus)		1.9%
(F) + [(E) x (1.0/Premium to Surplus Ratio)]		
H. After Tax Average Rate of Return as a Percent of Direct Earned Premium		
(1)	Average Federal Tax Rate on Inv. Inc. (Exhibit 10, Page 2)	27.4%
(2)	After Tax Return Generated by Investment Income (G) x [1.0 - (H.1)]	1.4%

Investment Income Calculation

Average Federal Tax Rate on Investment Income

	(1) Investment Income 2007 - 2009 (A)	(2) Allocation	(3) Current Tax Rate (B)	(4) Total Tax (2)x(3)
Bonds				
- Taxable	\$65,596,168	68.6%	35.0%	24.0%
- Tax Exempt Municipal	\$19,660,466	20.6%	5.3%	1.1%
Stocks				
- Acquired Prior to 1987	\$0	0.0%	10.5%	0.0%
- Acquired After 1987	\$6,912,866	7.2%	14.2%	1.0%
Short Term Investments	\$3,488,052	3.6%	35.0%	1.3%
Total	\$95,657,552	100.0%		27.4%

Notes:

- (A) From AMIG Annual Statement, Part 1
(B) Under the 1986 Tax Reform Act, 15% of formerly tax-exempt income from securities purchased after August 7, 1986 is now taxable. Thus the estimated effective tax rates in 2009 will be:

Ordinary Income =	35.0%
Tax Exempt Municipal - 35.0% x 15.0% =	5.3%
Stock Dividends (Acquired after 1987) - 40.5% x 35.0% =	14.2%
Stock Dividends (Acquired before 1987) - 30.0% x 35.0% =	10.5%

Investment Income as a Percentage of Invested Assets

1999	4.5%
2000	5.0%
2001	5.2%
2002	5.2%
2003	4.5%
2004	4.3%
2005	4.4%
2006	4.5%
2007	4.6%
2008	4.4%
2009	2.6%
2010	3.2%
Twelve Year Average	4.4%
Latest Six Year Average	3.9%
Latest Year	3.2%
Projected 2011 (12 Year Trend)	3.3%
Projected 2011 (6 Year Trend)	2.7%

Selected 2011 Rate of Return

Before Tax	2.5% *
After Tax [(1-0.274) x 2.5%]	1.8%

* 2.5% selected based on change in investment philosophy due to the purchase of the American Modern Insurance Group by Munich Re. Specifically, Munich Re requires that investments for companies owned should not have "risk". This leads to a lower rate of return than we've seen in the past.

By Line Explanation of Investment Income Calculation

Line A-1

Direct Earned Premium is total limits earned premium for the captioned program written by the American Modern Insurance Group for the latest accident year.

Line A-2, A-3

The mean unearned premium reserve is determined by the average of the latest two years unearned premiums for the American Modern Insurance Group.

Line A-4

Deductions for prepaid expenses:

Production costs and a large portion of other company expenses connected with the writing and handling of insurance policies, exclusive of claim adjustment expenses, are incurred when the policy is written and before premium is paid. Therefore, the deduction of these expenses is determined by use of provisions for expenses used in our ratemaking procedures as shown. These provisions are based on the above referenced company's data as shown in Exhibit 9.

Line A-4 Federal Taxes Payable

The Tax Reform Act of 1986 taxes 20% of the unearned premium reserve. At a corporate tax rate of 35%, this tax equals 7.0% ($.20 \times .35 = .070$) of the unearned premium reserve.

Line B-1

Delayed remission of premium:

This deduction is necessary due to the delay in collection and remission of premium to the company beyond the effective dates of the policies. Funds for the unearned premium reserve required during the initial days of all policies must be taken from the company's surplus, and are not available for investment.

Line B-1(c)

Average agent's balances as a percentage of 2010 Direct Unearned Premium (All Lines)

Line C-1

The expected loss and loss adjustment ratio reflects the expense provisions used in the filing. See Exhibit 9.

Line C-3

Mean loss reserve are determined by averaging the reserves at the beginning and ending of the year in question, and dividing by that year's loss and loss adjustment expenses. This ratio is based on countrywide data for the American Modern Insurance Group countrywide data for the American Modern Insurance Group.

Line C-4

The expected mean loss reserve is determined by multiplying the expected incurred losses in Line C-2 by the average ratio of the mean loss & loss adjustment reserves to the incurred losses & loss adjustment expenses from Line C-4. Then an adjustment for the estimated Federal Income Taxes payable due to discounting of loss reserves is added. The estimated reserve discount is 12% (based on all company data provided by the A.M. Best Company), the federal taxes payable (expressed as a % of reserves) is 4.2% ($.12 \times .35 = .042$), and the appropriate adjustment is .958 ($1.000 - .042 = .958$).

Line E

This rate of return in the ratio of net investment income earned and net realized capital gains (or losses) to mean cash and invested assets (including interest, dividends and real estate income due and accrued) for the American Modern Insurance Group.

Line H-1

The average rate of Federal Tax was determined by applying the appropriate tax rates to the distribution of investment income earned for 2008 - 2010 for the American Modern Insurance Group. See Page 2 of this exhibit.

**American Modern Select Insurance Company
Arkansas
Site Built Homeowners HO-10**

Exhibit 11

Complement of Credibility Calculation

	HO-10
(1) Permissible Loss & LAE Ratio	0.530
(2) Proposed Renewal Effective Date	1/1/2012
(3) Effective Date of Current Rates	8/1/2010
(4) Time Period in Years $\{[(2) - (3)] / 365\}^{**}$	1.000
(5) Annual Premium Trend	0.0%
(6) Annual Loss Trend	-1.0%
(7) Ann Loss Ratio Trend $\{[1 + (6)] / [1 + (5)] - 1\}$	-1.0%
(8) Selected Trend Factor $\{[1 + (7)] ^ (4)\}$	0.990
(9) Complement of Credibility = $\{(1) * (8)\}$	0.525

** Capped at a minimum of 0.5 and a maximum of 1 year(s)

SERFF Tracking Number: AMMH-127386046 State: Arkansas

Filing Company: American Modern Select Insurance Company State Tracking Number:

Company Tracking Number: 20100518-10

TOI: 04.0 Homeowners Sub-TOI: 04.0003 Owner Occupied Homeowners

Product Name: HO-10 SPECIALTY HOMEOWNER PROGRAM

Project Name/Number: /

Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
08/25/2011	Rate and Rule	AR085HO10	08/29/2011	AR085HO10-A.pdf